

**IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES ▼**  
**HUMAN RESOURCES ENTERPRISE**

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**LOTTERY REGIONAL SALES MANAGER**

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**DEFINITION**

Plans, directs, coordinates and supervises staff in the promotion, marketing, sales and accountability of lottery products in a designated region of the state; performs related work as required.

**The Work Examples and Competencies listed are for illustrative purposes only and not intended to be the primary basis for position classification decisions.**

**WORK EXAMPLES**

Supervises and evaluates the work of subordinate staff; effectively recommends personnel action relating to selection, disciplinary procedures, performance, leaves of absence, grievances, work schedules and assignments, and administers personnel and related policies and procedures.

Organizes, plans, directs, coordinates and manages the lottery marketing and sales programs and staff activities in a designated geographical region of the state; devises, develops and recommends promotional programs to achieve sales goals and objectives, including expanding market opportunities, and other new approaches to increase ticket sales.

Travels to sales outlets with Lottery Field Representatives to study and assess operations and to ensure enforcement of lottery rules, regulations and policies; provides assistance and advice to subordinate staff encountering unusual or controversial sales or accountability problems; resolves reconciliation differences between licensed retailers and the central office; ensures ticket reconciliations and sees account receivable and collection procedures are finalized efficiently and in a timely manner.

Conducts and/or directs subordinate staff in conducting surveys and studies to determine the effectiveness of lottery marketing programs and sales techniques, marketing trends, sales patterns, new program feasibility; evaluates data as related to marketing conditions and trends; recommends to Lottery Sales Manager changes in new programs predicated on findings.

Prepares or directs the compilation and preparation of informational, statistical and accountability reports for management regarding lottery ticket sales and returns, manpower recruitment and turnover, monies collected, operational costs, etc; reviews and approves accountability and sales activity reports submitted by subordinate field staff.

**COMPETENCIES REQUIRED**

Knowledge of the basic principles of supervision.

Knowledge of the laws, rules, regulations and policies governing the state lottery.

Knowledge of the principles of product marketing and sales promotion.

Knowledge of the principles of public relations.

Knowledge of the requirements of security for the safeguarding of lottery products.

Knowledge of the basic operation of information system devices (e.g. personal computer, printers, copiers and fax machine).

Ability to organize, plan, direct and coordinate the activities of employees.

Ability to correctly interpret and apply the laws, rules and regulations of the state lottery.

Displays high standards of ethical conduct. Refrains from dishonest behavior.

Works and communicates with all clients and customers providing quality professional service.

Displays a high level of initiative, effort, attention to detail and commitment by completing assignments efficiently with minimal supervision.

Follows policy, cooperates with supervisors and aligns behavior with the goals of the organization.

Fosters and facilitates cooperation, pride, trust, group identity and team spirit throughout the organization.

Exchanges information with individuals or groups effectively by listening and responding appropriately.

Relates well to people from varied backgrounds and situations. Is sensitive to individual differences. May deal with people who are difficult, hostile or distressed.

#### **EDUCATION, EXPERIENCE, AND SPECIAL REQUIREMENTS**

Experience equal to two years of full-time work in product sales/promotion as a manufacturer's representative or route sales person, including the servicing of existing customers or the direct solicitation of potential customers for the purpose of convincing them to purchase the product or service (e.g., consumer products, business products, equipment, or services).

Applicants must possess a valid Iowa driver's license.

#### **NOTES:**

- Retail sales experience in a grocery, convenience or department store, restaurant, or other enterprise is not considered as qualifying experience for this position.
- Lottery District Sales Representatives normally reside within the territories where they work.

Effective Date: 05/13 BR